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## Cathedral City develops strategic plan

CATHEDRAL CITY -- Three major goals emerged from an action strategic planning session held by the City Council, president of the Chamber of Commerce and City staffers all day Saturday and Sunday morning at the Rio del Sol clubhouse in Cathedral City. .

They are: 1. Building a cohesive team for better service delivery; 2. Securing financial resources to provide quality customer services; and 3. Improving communication for public participation.

Within the next 12 months, a list of specific, measurable accomplishments is to be realized for each goal. They are:

“Building a cohesive team for better service delivery”: Priority positions determined and filled based on a business plan; quarterly follow up sessions to the weekend session held; employees recognition program established; regular communications emailed to Council and employees; priority projects determined and communicated; role relationships on various projects clarified; and job descriptions updated.

First-year accomplishments identified under the goal of “Securing financial resources to provide quality customer services” were: Construction on the 300-room Sheraton Hotel and Conference Center begun; Business and Marketing Plans developed; fee study completed; 100,000 sq. ft. of commercial space completed; three additional landscape and lighting districts approved; and a business retention program with the Chamber of Commerce established.

Under the goal of “Improving communication for public participation,” the following first-year objectives were approved: a communications position created; six neighborhood meetings held by the end of the year; four advertorials published; monthly city newsletter included in the Chamber of Commerce newsletter and online as part of America’s First Choice Directory; Councilmembers gave brief city updates at each Chamber of Commerce Monthly Breakfast; user-friendly website updated; one city-wide event held to build unity.

“Underlying all three goals within the strategic plan was the participant’s desire to identify priority projects and complete them through a unified Council and staff and then communicate progress made to the community,” according to City Manager Donald Bradley.

The session also focused on the importance of two-way communication, continuation of the neighborhood meetings every other month, involvement of various “partners”, such as the

Chamber and other public agencies in improving the community; boosting all sources of revenue; and creating separate business and marketing plans to prioritize projects, identify resources to implement them and create timelines.

Facilitated by Linda and Milan ??? of Participation Works, the session began with a look at the city's mission statement and an analysis of the city's strengths, weaknesses, opportunities and threats. It concluded with a three- to five-year action plan and specific tasks with identified deadlines during the next 12 months. Progress of attaining the goals will be monitored by the City Council and City Manager.